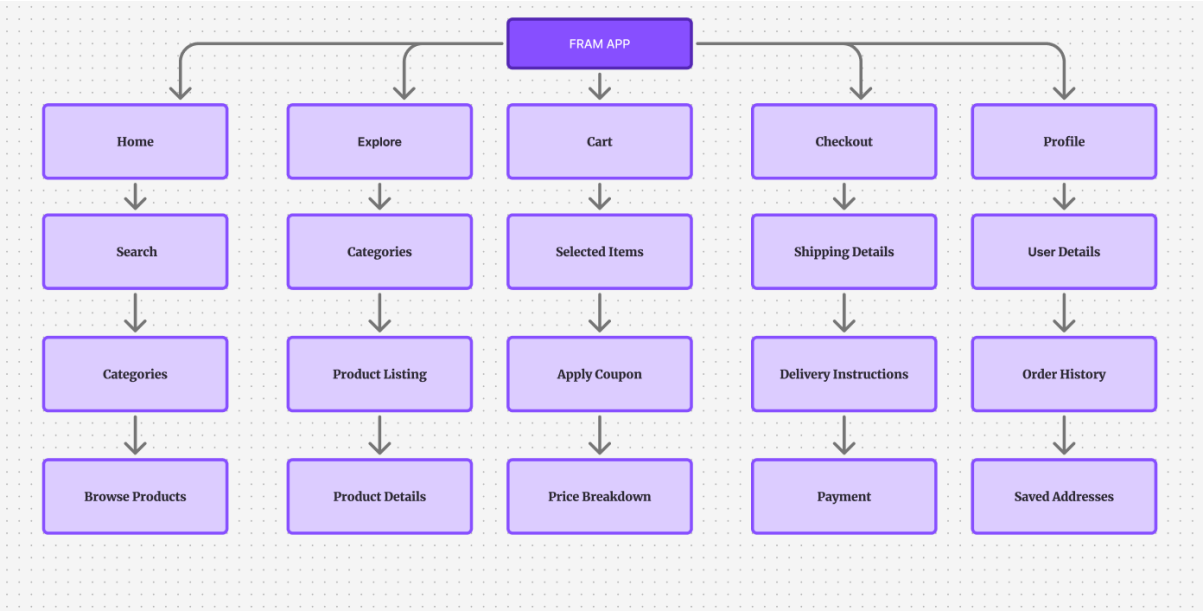
| Stages | Start | Progress | Progress | End |
| --- | --- | --- | --- | --- |
| Thinking | "I need to buy some fresh farm produce. I hope this app can provide good options." | "I found the products I like, but are these the best deals?" | "I'm almost done, but I need to check my cart one last time to make sure everything is correct." | "I'm happy with the items I bought, but I hope they arrive fresh." |
| Doing | "I wonder if the app will have the fruits and vegetables I want." | Clicking on products to view more details, such as prices and reviews | Reviewing the cart to ensure everything is correct. | Reviewing the purchase history and considering leaving feedback. |
| Pain Points | I need to check the prices, but there are so many products. It feels overwhelming | The app is offering many products, but I'm not sure if I'll find everything I need here | I'm anxious about delivery charges and the total cost | There's no way to track the status of my order after checkout. |
| Opportunities / Solution | Include clearer descriptions of product quality (e.g., "freshly harvested," "organic"). | Offer deals or bundles (e.g., discounts for buying certain combinations of products). | Add a clear breakdown of delivery fees upfront so users aren't surprised later. | Add a clear breakdown of delivery fees upfront so users aren't surprised later. |



# Brainstorm

## Context

- Farmers need timely updates about pest outbreaks, weather changes, and crop health.
- Users have different phone usage habits (smartphone / basic phone).
- Notifications must be helpful, not disturbing, especially during work hours.
- Alerts should support quick decision-making to prevent crop loss.
- Why are we meeting today?
  - To design a notification system that keeps farmers informed without overwhelming them.
  - To understand how and when farmers want to receive alerts.
  - To explore multiple notification channels suitable for rural users.
- What are the shared user goals?
  - Receive important alerts on time.
  - Avoid unnecessary or repeated notifications.
  - Easily understand the urgency and action required.
  - Stay productive in the field without distraction.

**Farmers need quick updates**
- Time-sensitive information
- Minimal reading required
- Immediate action focus

**Weather changes affect crops**
- Sudden damage risk
- Crop-specific impact
- Preventive actions needed

**Pest attacks need fast action**
- Early detection is critical
- Rapid spread possible
- Immediate treatment required

## To come away with today...

- Some sense of what we're trying to accomplish
  - Identify the best notification types (push, SMS, in-app).
  - Define urgency levels for alerts (low, medium, critical).
  - Ensure notifications support fast action and reduce crop damage.
- A shortlist of ideas to move forward with
  - Priority-based alerts (critical vs informational).
  - Customizable notification settings.
  - Simple language and visual indicators.
  - Multi-channel notification delivery.

**Clear alert priorities**
- Critical vs non-critical
- Visual urgency cues
- Reduce alert overload

**Best notification channels**
- SMS for reliability
- App alerts for details
- Multi-channel delivery

**Simple message formats**
- Short and direct
- Easy to understand
- Action-oriented

## Guidelines

- Notifications must be:
  - Easy to understand (icons, colors, local language).
  - Customizable by the farmer.
  - Non-intrusive and respectful of work hours.
- Critical alerts should override silence mode if enabled by the user.
- Keep messages short and action-oriented.

**Short and clear messages**
- One key message
- Quick to scan
- No extra details

**Use local language**
- Better comprehension
- Builds trust
- Reduces mistakes

**Farmers need quick updates**
- Speed over detail
- Reliable delivery
- Supports daily decisions

## Other context

- Many farmers may have low internet connectivity.
- SMS alerts are important for non-smartphone users.
- Seasonal farming activities affect notification timing.
- Feedback from farmers will be collected via surveys and usability testing.

**Poor internet connectivity**
- Works offline/low data
- SMS supported
- Lightweight content

**Seasonal farming needs**
- Season-specific alerts
- Relevant timing
- Avoid off-season noise

**Different crop types**
- Crop-specific risks
- Customized alerts
- Higher relevance

9:41

# Farmers

50

Search..

Categories View all

Fruits Grains Herb

Browse Products View all

Berries

₹500 4.5 (672)

Tulsi

₹100 4.9 (324)

Potatos

₹50 4.9 (560)

Tomatos

₹50 4.7 (874)

Home Explore Cart Profile

9:41

# Explore

Categories View all

Fruits Grains Herb

Watermelon

₹300 4.5 (672)

Add to Cart

Onion

₹90 4.9 (324)

Add to Cart

Wheat

₹800 4.9 (526)

Add to Cart

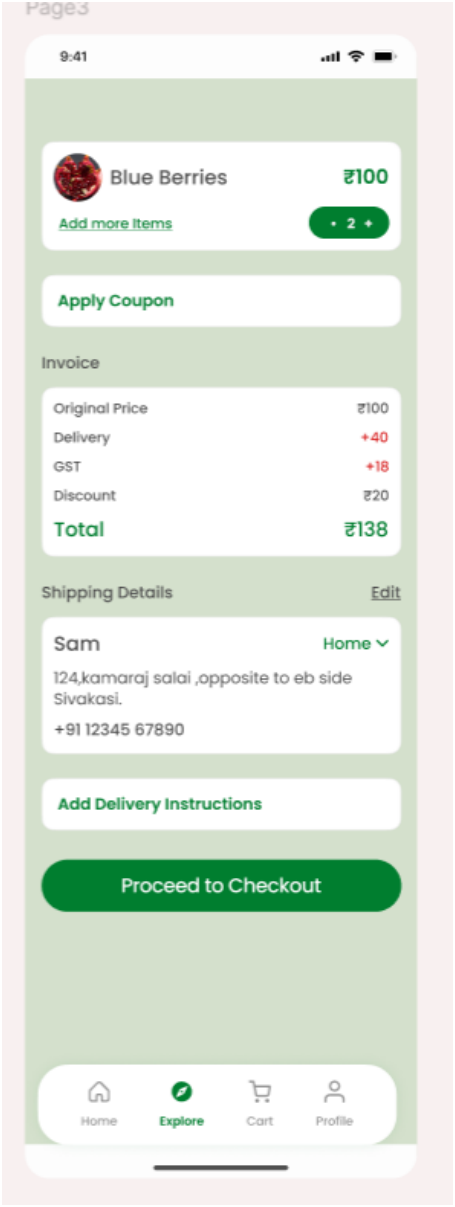
Apples

₹120 4.2 (458)

Add to Cart

Home Explore Cart Profile

Page3


9:41
Blue Berries
₹100
Add more Items
2
Apply Coupon
Invoice
Original Price ₹100
Delivery +40
GST +18
Discount ₹20
Total ₹138
Shipping Details
Edit
Sam
Home
124,kamaraj salai ,opposite to eb side Sivakasi.
+91 12345 67890
Add Delivery Instructions
Proceed to Checkout
Home
Explore
Cart
Profile